



NETWORKPENINSULA

Because strong nonprofits
are key to thriving communities

Business Partnership Opportunities • Help us strengthen the nonprofits that matter most to you!

Partners of **NetworkPeninsula** receive a wide range of visibility through a multitude of venues, including our website, e-Newsletters, social media, monthly workshops, and our annual Forum. **Our Reach is Your Reach** because our programs, and your visibility as our Partner, reach across the Peninsula!

- **1,000+ nonprofit, business and community leaders** have access to our *Weekly E-Newsletters*.
- Open Rate is more than **3 times the industry average**.
- **300+ nonprofit organizations** are served by our Programs.
- **5000+ visitors** to our website each year, average of **500** each month.

| Partner Opportunities & Benefits | Network Partner \$250/yr | Featured Partner \$500/yr | Executive Partner \$1,500/yr |
|--|-----------------------------|------------------------------|---------------------------------|
| Welcome as our Newest Partner in Weekly E-Newsletters sent to 800+ nonprofits, individuals, businesses, and civic & faith-based groups across the Peninsula. Welcome includes a short description of your business & link to your website. | ◆ | ◆ | ◆ |
| Company's community service projects highlighted in weekly E-Newsletters | ◆ | ◆ | ◆ |
| Company logo with link to your website in <i>every edition</i> of our Weekly E-Newsletters | ◆ | ◆ | ◆ |
| Welcome on Facebook page, with recognition throughout year | ◆ | ◆ | ◆ |
| Company listing on Partner page with link to your website. | ◆ | ◆ | ◆ |
| Company logo featured on signage displayed at Annual Impact Forum held in the fall/winter | ◆ | ◆ | ◆ |
| Complimentary registration to Annual Impact Forum (\$35 value per person) | 1 | 2 | 4 |
| Company listing in online <i>Business Directory</i> , by product/service category, with link to your website. | ◆ | ◆ | ◆ |
| Logo on our Partner page, with link to your website. | | ◆ | ◆ |
| <u>Permanent box</u> featured in our Weekly E-Newsletters, for one year, with your logo, copy, and option to change copy. | | | ◆ |
| Designated Table at Annual Impact Forum, with special recognition as an Executive Partner in our Event Program | | | ◆ |

“As a marketing communications professional, I know that nothing beats a bit of PR. **Karen and her team make sure Howell Creative Group’s logo is included on all communications, including the digital newsletters. Understanding the need for mutual support is the icing on the cake for me and NetworkPeninsula.**”

Kathy Howell, Howell Creative Group – Network Partner

Sponsorship Opportunities & Benefits



Weekly Newsletter

This weekly update brought to you by...

\$ 600/quarter (Nonprofit Edition or Community Edition)
\$1000/quarter (Both editions)

Every Tuesday, we send out **Weekly E-Newsletters** to hundreds of nonprofits, businesses, civic and faith groups, and individuals across the Peninsula. The *Nonprofit Edition* is used to communicate our upcoming workshops and other events, recent sector news and news from fellow nonprofit members that can benefit their own clients, new grants that have been posted to our website, and items made available from our community members. The *Network Connections* is our *Community Edition* used to share the most recent news, needs, and upcoming events that have been posted on our site by our nonprofits. *Network Connections* is also shared on our Website and our Facebook page – reaching hundreds more people!

In addition to the benefits listed as a Network Partner, these Sponsorships include:

- ✓ Includes your logo, website link, and chosen copy on Banner placed directly under masthead.
- ✓ Option to change the copy in your banner as often as you wish.



Impact Forum starting at **\$300** - held annually every fall/winter

NetworkPeninsula's Impact Forums are annual events to bring together nonprofit leaders, community leaders, and private and public sector leaders from across the Peninsula. Topics involve emerging issues that impact our communities across sectors. Presentations are followed by round-table and group discussions. Previous topics have included “*The Changing Face of Corporate Philanthropy*”, “*The Overhead Myth*”, “*Generational Dynamics*”, and “*Intentional Philanthropy*.”

Forum Sponsorships include the following benefits (based on Sponsor Level):

- ✓ Business name and logo on invitations sent to business and community leaders across the Peninsula
- ✓ Recognition in NetPen email signature beginning 6 weeks prior to event, with name and link to website.
- ✓ Recognition on flyers, social media, website & weekly newsletters leading up to the event.
- ✓ Complimentary tickets to event for guests to be seated at Designated Sponsor Table.
- ✓ Live mention at venue on day of event and opportunity to welcome participants during introductions.
- ✓ Distribution of your company’s promotional materials at each participant’s seat.
- ✓ List of Event attendees, with name of company/organization, provided upon request.

Below are sample excerpts from an earlier E-Newsletter to show you how we promote our Business Partners as valued community partners EVERY WEEK!

(Note: this sample does not include all of our Partners. Formatting size & exact layout are different than it appears in actual E-Newsletter. Please visit www.networkpeninsula.org to view our most recent E-Newsletter)

From Our Partners...



Drive-Through Flu Shots - October 17- **Bon Secours** will offer free flu vaccines from 8 am to 11 am while supplies last at all Hampton Roads locations. Please call 889-CARE for more information or [click here](#).



Casino Night - October 17 - The **Junior Woman's Club of Williamsburg** will hold its annual event with proceeds to benefit local nonprofit organizations. To learn more, [click here](#).



Create-a-Thon - **Proximo Marketing Strategies** has announced the five non-profits selected to receive free marketing services as part of Create-A-thon, a 24-hour marketing marathon during which advertising, public relations and other marketing firms generate free marketing strategies and creative deliverables for local nonprofits.

We are grateful for the continued support of:

Our Executive Partner:



Our Corporate Partner:



Our Featured Partners:



Our Network Partners:



PARTNERSHIP/SPONSORSHIP INVOICE

_____ \$ 250 Network Partner – 1 year
_____ \$ 500 Featured Partner – 1 year
_____ \$1,500 Executive Partner – 1 year

_____ \$ 600 E-Newsletter – per quarter
 ___ Nonprofit Edition
 ___ Community Edition

_____ \$1,000 E-Newsletter – Both editions – per quarter

_____ \$ _____ Impact Forum (please contact us for sponsor levels)

Company _____ Website: _____

Address _____ City, ST, Zip _____

Phone Number _____ Email Address _____

Signature of Authorized Company Representative _____

Printed Name _____ Date: _____

NetworkPeninsula is a 501 (c)(3) tax-exempt, nonprofit organization. TIN 26-1250149.

Please return this form with your payment to: NetworkPeninsula, 2 Bernardine Drive, Newport News VA 23602.

(This can also be paid via our PayPal link, available from the Join Us tab of our website.)

Questions? Contact Karen Dutro, Executive Director, karen@networkpeninsula.org, 757-886-6944.

THANK YOU FOR YOUR SUPPORT!